

Subject: Re: USC-DTLA Center for Urban Innovation
From: ngriffin@downtownla.com
Date: 03/15/2017 03:16 PM
To: Randolph Hall <rwhall@research.usc.edu>, jlall@ccala.org

Yes, she will. And I'm copying her here so we're all connected.

On Mar 15, 2017, at 1:56 PM, Randolph Hall <rwhall@research.usc.edu> wrote:

Nick, sorry for not getting back sooner. I'd be happy for all of us to meet. Will Jessica extend an invitation to Tom Sayles? Randy

From: Nick Griffin [<mailto:ngriffin@downtownla.com>]
Sent: Wednesday, March 15, 2017 1:45 PM
To: Randolph Hall <rwhall@research.usc.edu>
Subject: Re: USC-DTLA Center for Urban Innovation

Randy - Jessica would like to loop Tom Sales into this and arrange a meeting for the four of us if you'd be open to that.

On Mar 13, 2017, at 9:52 AM, Nick Griffin <ngriffin@downtownla.com> wrote:

Randy,

I hope this email finds you well.

I want to reengage on our **USC-DTLA Center for Urban Innovation** project. Attached is an outline based on last fall's workshop, with additional contributions from **Elizabeth Currid-Halkett** of **Price**.

And following are several recent developments that I believe bode well for the project:

- **Jessica Lall** - noted USC alum, former Coro Fellow - has taken over as President/CEO of **Central City Association**, and is moving the organization in innovative directions. She participated in our fall workshop and is strongly supportive of this project. She and CCA could be instrumental in coalescing support in the downtown business community as well as at City Hall.
- **TransAmerica** is vacating their office spaces at the **South Park USC Building** and building ownership is exploring strategies for re-positioning the building to attract tech and

creative tenants. LBA is intrigued by the potential of this project as part of that strategy. One possibility is for them to dedicate a full floor of the building as an **Urban Innovation Incubator** - similar to the **LA Clean Tech Incubator** - that could be anchored by the USC CUI, and cater to urban technology and innovation companies, start-ups, and other organizations. One of the great advantages of this building is its adjacency to the **Los Angeles Department of Public Works**, which could be a key public sector partner.

- Finally, the resounding defeat of Measure S, along with the success of Measures H in this election, as well as Measures HHH and M last year - demonstrate a strong public vote of confidence for a **progressive vision for the future of the City of Los Angeles** - a sentiment that City elected and agency officials are excited about and working to leverage. The USC CUI could position itself at the forefront of this movement - a thought-leader actively engaged in helping shape that future.

That's my pitch - let's talk!

Nick

Nicholas Ziff Griffin

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